



## **MARKETING ASSISTANT POSITION DESCRIPTION**

This is a part-time, hourly position that entails assisting the marketing department in the grassroots marketing of all events at the Boulder Theater, Fox Theatre, Chautauqua Auditorium along with any other property Z2 Entertainment has stake in, with an ongoing effort to increase ticket sales. The Marketing Assistant supervises the street team and online promotions team and must be comfortable managing others.

The position requires some availability outside of office hours, including weekends, and is located in Boulder, CO.

### **Job duties, including but not limited to:**

- Maintaining in-house marketing (window displays, digital screens, venue posters)
- Building and maintaining relationships with local businesses
  - Overseeing street team routes
  - Distributing complimentary tickets to local partners
- Managing the street team and online promotions team
  - Recruiting, training, and tracking
  - Managing ticket requests
- Preparing and distributing promotional packages for sub-promoters, support acts, street team members, promotional partners, etc.
- Assisting in managing interns
- Providing administrative support to the marketing team
- Attending and engaging in weekly marketing meetings and client meetings when necessary
- Assisting in maintaining the copier
- Attending a variety of Z2 events on a regular basis

### **The ideal candidate has:**

- A positive, cooperative / collaborative, and solution-oriented attitude
- The ability to learn from constructive feedback
- The ability to work independently
- The ability to be proactive instead of reactive
- Great time management and organizational skills
- Extreme attention to detail
- Professional communication skills, spoken and written
- An understanding of the importance of transparent communication



- The ability to think outside of the box
- Familiarity with existing and emerging social media platforms and how to utilize them organically, including Meta, TikTok, and Twitter
- Familiarity with the Colorado music scene with an emphasis on Denver, Fort Collins, and especially Boulder
- Familiarity with Google Drive and Google Workspace products, especially Google Docs and Google Sheets

**Reporting relationships:**

- Reports to: VP of Marketing (with direction from Marketing Coordinator, Marketing Manager, Vice President of Concerts + Events, and Senior Talent Buyer)

**Physical requirements:**

- Employees must be in suitable physical shape to meet these requirements and alert their supervisor if he or she becomes unable to do so.
  - Duties require lifting and/or carrying of objects weighing up to 25 pounds.
  - Must be able to climb stairs (offices are located upstairs).
- Reliable transportation for distribution of physical promotion and commuting between venues
- Availability to work most weekends and occasional evenings

**Hourly requirement:**

- 20 hours per week

**Pay + Benefits:**

- \$18/hr starting pay
- Opportunities for raises at annual performance reviews
- Tickets to Z2 Entertainment-produced events

**Application instructions:**

- Email your cover letter and resume to [christian@z2ent.com](mailto:christian@z2ent.com)